

Best Practices

Knowledge Management: CRUCIAL FOR CUSTOMER SERVICE SUCCESS

Knowledge management (KM) can make or break your organization's delivery of customer service. Not only can it impact productivity and profit, it can also affect customer and agent satisfaction.

KM done right in customer service can increase customer (and employee) satisfaction, reduce costs, and improve all sorts of efficiencies when dealing with customers. Creating a KM culture within an organization is dependent on the tools and strategies you select and their ability to drive true business impact with ease and accuracy.

Join us in this month's Best Practices installment and give your best insights to our loyal readership.

Roundtable Date: June 6, 2018

Published in **April 2018** CRM magazine | Content Due: **February 20, 2018**

Also in April: ■ THE CIO'S ROLE IN CRM ■ SALESFORCE APPEXCHANGE SOLUTIONS

2018 ROUNDTABLES

February 2018

2018 MEGATRENDS:

CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS

Roundtable Date: February 14, 2018

CALL CENTER TO CUSTOMER ENGAGEMENT CENTER

Roundtable Date: February 28, 2018

March 2018

THE STATE OF IVRS IN 2018:

SPEECH ENABLED IVRS ARE THRIVING

Roundtable Date: March 14, 2018

SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH CUSTOMER EXPERIENCES

Roundtable Date: March 21, 2018

April 2018

INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE

Roundtable Date: April 4, 2018

GETTING BIG DATA IN SHAPE – QUALITY, CLEANSING, DATA MANAGEMENT

Roundtable Date: April 25, 2018

May 2018

MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE

Roundtable Date: May 2, 2018

ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS

Roundtable Date: May 9, 2018

THE FUNDAMENTALS OF B2B MARKETING

Roundtable Date: May 23, 2018

June 2018

KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS

Roundtable Date: June 6, 2018

SALESFORCE APPEXCHANGE SOLUTIONS FOR SALES & MARKETING

Roundtable Date: June 13, 2018

OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR MORE PRODUCTIVE AGENTS

Roundtable Date: June 20, 2018

July 2018

SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

Roundtable Date: July 11, 2018

CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK

Roundtable Date: July 25, 2018

CRM MAGAZINE'S BEST PRACTICES WHITE PAPER SERIES

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Your editorial topics can range from:

- Third-party white papers or white paper abstracts
- Successful customer case studies
- Your company's unique value proposition or market position
- A behind-the-scenes look at your technology solution and why it's important

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2018 SCHEDULE & RATES

Standard – 1 page (750 words) \$7,500 net
Silver – 2 pages (1,500 words) \$10,500 net
Gold – 3 pages (2,250 words) \$14,000 net
Platinum – 4 pages (3,000 words) \$16,500 net

2018 ROUNDTABLE SCHEDULE

Participation in
Webinar Roundtable – \$8,500

February 2018

**VOICE OF THE CUSTOMER PROGRAMS:
FROM LISTENING TO ACTION**

**THE STATE OF IVRS IN 2018:
SPEECH ENABLED IVRS ARE THRIVING**

Reservations Due: 12/22/17 • Content Due: 12/22/17

February 2018

**2018 MEGATRENDS:
CRM PREDICTIONS FROM TOP INDUSTRY EXPERTS**

Roundtable Date: February 14, 2018

CALL CENTER TO CUSTOMER ENGAGEMENT CENTER
Roundtable Date: February 28, 2018

March 2018

**INTELLIGENT CONTACT CENTERS IN 2018:
AN INDUSTRY UPDATE**

**ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS
FOR MARKETERS**

Reservations Due: 1/12/18 • Content Due: 1/19/18

March 2018

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EXPERIENCES**
Roundtable Date: March 21, 2018

April 2018

**KNOWLEDGE MANAGEMENT:
CRUCIAL FOR CUSTOMER SERVICE SUCCESS**

**THE CIO'S ROLE IN CRM:
INDISPENSABLE PARTNERS IN BUSINESS DECISIONS**

**SALESFORCE APPEXCHANGE SOLUTIONS
FOR SALES & MARKETING**

Reservations Due: 2/9/18 • Content Due: 2/16/18

April 2018

INTELLIGENT CONTACT CENTERS IN 2018: AN INDUSTRY UPDATE

Roundtable Date: April 4, 2018

**GETTING BIG DATA IN SHAPE –
QUALITY, CLEANSING, DATA MANAGEMENT**
Roundtable Date: April 25, 2018

May 2018

**SMOOTH CUSTOMER JOURNEYS DELIVER SMOOTH
CUSTOMER EXPERIENCES**

WHAT'S HOT IN SALES ENABLEMENT

Reservations Due: 3/13/18 • Content Due: 3/20/18

May 2018

MOBILE CUSTOMER SERVICE: THE FIRST LINE OF SERVICE

Roundtable Date: May 2, 2018

ACTIONABLE INSIGHTS WITH PREDICTIVE ANALYTICS FOR MARKETERS

Roundtable Date: May 9, 2018

THE FUNDAMENTALS OF B2B MARKETING

Roundtable Date: May 23, 2018

June 2018

SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

**GETTING BIG DATA IN SHAPE –
QUALITY, CLEANSING, DATA MANAGEMENT**

Reservations Due: 4/11/18 • Content Due: 4/18/18

June 2018

KNOWLEDGE MANAGEMENT: CRUCIAL FOR CUSTOMER SERVICE SUCCESS

Roundtable Date: June 6, 2018

**SALESFORCE APPEXCHANGE SOLUTIONS FOR
SALES & MARKETING**

Roundtable Date: June 13, 2018

**OPTIMIZE YOUR WORKFORCE: INTELLIGENT WFO STRATEGIES FOR
MORE PRODUCTIVE AGENTS**

Roundtable Date: June 20, 2018

July 2018

**TRANSFORMING CUSTOMER SERVICE WITH ARTIFICIAL
INTELLIGENCE**

**CUSTOMER COMMUNICATIONS MANAGEMENT:
THE CORNERSTONE OF CUSTOMER INTERACTIONS**

Reservations Due: 5/10/18 • Content Due: 5/17/18

July 2018

SMART CUSTOMER SERVICE THAT WOWS CUSTOMERS

Roundtable Date: July 11, 2018

CHOOSING THE RIGHT MARKETING TECHNOLOGY STACK

Roundtable Date: July 25, 2018

August 2018

**MOBILE CUSTOMER SERVICE: THE FIRST LINE OF
SERVICE**

**ADVANCED ANALYTICS FOR BETTER CUSTOMER
EXPERIENCES**

Reservations Due: 6/10/18 • Content Due: 6/17/18

August 2018

BUSINESS INTELLIGENCE AND ANALYTICS: A CRM PERSPECTIVE

Roundtable Date: August 1, 2018

HIGHLY EFFECTIVE CUSTOMER EXPERIENCE STRATEGIES

Roundtable Date: August 15, 2018

AI-POWERED SALES TEAMS

Roundtable Date: August 29, 2018